



# Building Platforms That Power Community Resilience

“Hunger is not an issue of charity. It is an issue of justice.” —Jacques Diouf

At SmartLogic, we build technology that powers purpose-driven work. World Central Kitchen (WCK) brings that belief to life every day, by providing meals and stability to those who need it most.

Due to the COVID-19 pandemic, they needed a new system that could match the urgency of the moment and sustain their long-term mission.

## Technology That Grows With Purpose

In just six weeks, SmartLogic built the initial production version of WCK Direct, a digital platform that connects families in need with local restaurants. The system helped World Central Kitchen deliver meals efficiently, support local economies, and expand its relief efforts nationwide during the pandemic.

## Data Systems Built for Expansion

Although WCK had a one-city prototype to deliver meals and support, it couldn't sustain as demand grew for other locations. SmartLogic re-engineered the concept into a stable, scalable platform that supported multi-city expansion. And suddenly, WCK had the foundation to grow with confidence.

And other key obstacles were turned into progress. Before WCK Direct, staff spent hours each week tracking meals by hand. SmartLogic automated reporting so teams could spend less time on spreadsheets and focus on operations and outreach.

With real-time visibility into meals per city, per restaurant partner, and per dollar spent,

WCK gained the clarity needed to manage logistics efficiently and report outcomes confidently.

## Reliable Data for Funders and Partners

Transparency has always been central to WCK's mission. With SmartLogic's system, WCK could now demonstrate impact with clear, measurable results. And having a system that sustains pressure over time deepens funder confidence and community trust.

The result was more than a technology upgrade. It was a new digital foundation that allowed WCK to act faster, scale smarter, and prove the lasting value of every dollar invested in its work.

Orders									
ORDER ID	STATUS	ORDER PLACED	RECIPIENT	RECIPIENT CITY	RECIPIENT ACTIVATION	RESTAURANT	MEAT / VEG COUNT	ORDER TYPE	
WCK-58	Delivered	Mon Jul 26, 2021 1:39 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	Finnish Flapjacks	2 / 1	delivery	
WCK-59	Preparing	Mon Jul 26, 2021 12:51 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	Finnish Flapjacks	2 / 1	delivery	
WCK-60	Pending	Thu Jul 22, 2021 7:12 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	Finnish Flapjacks	2 / 2	pickup	
WCK-61	Delivered	Thu Jul 22, 2021 7:10 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	Finnish Flapjacks	0 / 0	pickup	
WCK-62	Delivered	Wed Jul 21, 2021 3:14 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	SmartLogic Burgers	1 / 4	pickup	
WCK-63	Preparing	Wed Jul 21, 2021 3:01 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	SmartLogic Burgers	1 / 1	delivery	
WCK-64	Pending	Wed Jul 21, 2021 2:56 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	SmartLogic Burgers	1 / 1	delivery	
WCK-65	Preparing	Wed Jul 21, 2021 2:47 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	SmartLogic Burgers	1 / 1	delivery	
WCK-66	Ready	Wed Jul 21, 2021 1:04 PM America/New_York	Eric Oestrich	Baltimore	Baltimore	New Eatz	0 / 1	pickup	

## GROWTH AT A GLANCE



Expanded across 10+ U.S. cities and 30+ restaurants



Distributed 600k+ meals over the product's lifetime



Offered real-time reporting by city, restaurant, and client

Within its first year, the platform enabled World Central Kitchen to deliver more than one million meals across seven U.S. cities, supporting local restaurants while providing reliable nourishment to communities in crisis.